SELF-SERVICE TIMES
May 1968

THE GROCER
June 15, 1968

Deputy MD for Personna

THOMAS T. GOODALE has been appointed deputy managing director of Ever-Ready Personna. He will assist Mr. C. H. Wilson, the managing director. Before assuming his present job, Mr. Goodale was co-ordination director for manufacturing, finance and sales at the company's London headquarters.

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Old-age pensioner John Mooney of Glasgow, who went to the opening of the new Safeway store at Shawlands, Glasgow, was the first male customer through the doors and received a £5 gift box of Personna products. He is seen here receiving it from George Heard, Ever-Ready Personna's Scottish area manager (centre) and T. Ferris, the store manager. The store also featured a special promotion of Safeway washing-up liquid, in addition to the seven for five offer by Personna (representing an overall saving of 3s. 11d.) and over 100 packs were reported sold during the first half-hour. Extra sales help was later afforded by one of Ever-Ready Personna's US directors, Ed Dornbrock, who spent an hour in the store talking to customers and making sales from the display. Similar presentations at store openings are being made by Personna all over the country, although this was the first presentation of this kind to be made in Scotland.

LABORATORY EQUIPMENT DIGEST
July 1968

INTERIM CATALOGUE FOR ELECTRON MICROSCOPISTS

A new catalogue from TAAB LABORATORIES the stockists of electron microscopy requirements is expected in September. Meanwhile, due to the large number of recent additions to the range, it has been necessary for the company to produce an interim catalogue in the form of a newsletter. Together with full details of Micron Grids on an attached leaflet, there are many new items listed with current prices. Among these are Ever-Ready blades for block trimming and general laboratory tasks priced at 41s. for 200, stainless steel forceps from approximately 14s. each, block storage boxes at 8s. per dozen, and Pasteur pipettes at £1 for 100. Price reductions for larger quantities are applicable, and are detailed.

Included in the section dealing with chemicals is a new epoxide embedding resin and two forms of osmium tetroxide at competitive prices.

For further information Quote L.E.D. 775

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